

City of Scottsdale

Human Relations Commission

2020 Strategic Plan

City of Scottsdale Human Relations Commission

"The Scottsdale Human Relations Commission will advocate and promote all dimensions of diversity. The commission will act as an advisory body to the mayor, city council and staff and to make recommendations on ways to encourage mutual respect and understanding among people, to discourage prejudice and discrimination, and to work towards cultural awareness and unity. The commission may also make recommendations as to special events which will further its purpose."

[Scottsdale.gov/boards/Human Relations Commission](http://Scottsdale.gov/boards/Human%20Relations%20Commission)

Three-fold Mission:

- I. Encourage mutual respect and understanding among people
- II. Discourage prejudice and discrimination
- III. Work towards cultural awareness and unity

Strategies and Tactics:

- I. **Encourage mutual respect and understanding among people**
 - a. Expand the Dinner & Dialogue program
 - Continue to test different formats
 - Work towards curating dinner invitation lists to ensure multiple types of diversity (race, religion, ideology, sexual orientation)
 - b. Promote the City of Scottsdale Golden Rule
 - Bring renewed attention to Scottsdale as a Golden Rule City by delivering a large scale 2020 event that includes children and youth
 - Deliver continuous programming and messaging, throughout the year, that support the Golden Rule
 - c. Regional Unity Walk 2020
 - Work towards 100% Commissioner attendance
 - Build capacity of diverse groups in Scottsdale to create local community involvement, e.g. CCD, Scottsdale Leadership, etc.
 - d. Enhance Marketing messaging and social media presence
 - With City Communications Dept, enhance the HRC's social media presence
 - For ALL HRC initiatives, create and deliver effective message points
 - For ALL HRC initiatives, provide creative content for social media

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2020 Strategic Plan

II. Discourage prejudice and discrimination

- a. Expand the *Scottsdale For All* initiative
 - Cultivate partnerships to help expand the distribution of SFA posters and increase participation on social media.
 - Continue to record new video stories and introduce on a regular schedule.
 - Enhance the SFA social media presence.



III. Work towards cultural awareness and unity

- a. Integrate *Scottsdale For All* in all HRC activities and City outreach efforts
- b. Identify important/critical diversity issues in Scottsdale. Use trends and metrics to guide the Commission's priorities.
 - Study the results of three new diversity questions in the 2019 National Citizens Survey
 - Explore additional ways to foster civil dialogue and address community needs
- c. Develop stronger ties to Diversity partners
 - When possible, strategically align with partners based on projects
 - Diversity Talk partners
 - JCC: Anti-Semitic hate crimes
 - Others: solicit ideas for speakers
 - *Scottsdale For All* poster distribution
 - Golden Rule relationships

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	Strategies/Tactics	Deliverables	Lead	HRC Comm	Due Date	Budget
1	Expand <i>Scottsdale For All</i>	+Continue to identify new outlets for SFA posters and partnerships +Enhance social media presence	Shimo	Huizar		
2	Enhance and continue Dinner & Dialogue	+Test new formats +Deliver 2 or 3 Dinner & Dialogues in 2020	Rhoden	Eaneman		
3	Promote City of Scottsdale Golden Rule	+Host 2020 Golden Rule Day event (Cancelled due to virus) +Develop continuous Golden Rule messaging and programming throughout 2020	Hinchman	Mendoza		
4	Enhance Marketing messaging and social media presence	+Instagram account and expanded social media presence +Coordination of Marketing message for all HRC initiatives	Huizar			
5	Develop stronger ties to Diversity partners	+Clarify “Diversity Partners” definition and roles/responsibilities +Expand collaboration with Partners		ALL		
6	Identify important/critical diversity issues in Scottsdale. Use trends and metrics to guide the Commission’s priorities	+ Documented Qtrly Police hate crime reports sent to staff and reviewed at HRC mtgs +Immediate notification and readout of urgent issues +Semi-annual SPD presentations +Create additional ways to foster civil dialogue and address community needs	Staff	Shimo	+January +April +August +Oct	
7	Regional Unity Walk 2020	Attend the Tempe walk	Staff	ALL	1/25/2020	
8	Support Office of Diversity outreach	+Attend PHX Pride parade (Rescheduled to Nov, 2020) +Quarterly participation in outreach booth, events		ALL		